

Appropriations Project Request - Fiscal Year 2020-21

For projects meeting the Definition of House Rule 5.14

1. Title of Project: Straz Center for the Performing Arts - Master Plan Expansions

2. Date of Submission: 10/07/2019

3. House Member Sponsor: Jackie Toledo

Members Copied:

4. DETAILS OF AMOUNT REQUESTED:

a. Has funding been provided in a previous state budget for this activity? No

If answer to 4a is "No" skip 4b and 4c and proceed to 4d, Col. E

b. What is the most recent fiscal year the project was funded?

c. Were the funds provided in the most recent fiscal year subsequently vetoed?

d. Complete the following Project Request Worksheet to develop your request:

FY:	Input Prior Year Appropriation for this project for FY 2019-20 (If appropriated in 2019-20 enter the appropriated amount, even if vetoed.)			Develop New Funds Request for FY 2020-21 (Requests for additional RECURRING funds are prohibited.)		
Column:	A	B	C	D	E	F
Funds Description:	Prior Year Recurring Funds	Prior Year Nonrecurring Funds	Total Funds Appropriated (Recurring plus Nonrecurring: column A + column B)	Recurring Base Budget (Will equal non- vetoed amounts provided in Column A)	Additional Nonrecurring Request	TOTAL Nonrecurring plus Recurring Base Funds (Will equal the amount from the Recurring base in Column D plus the Additional Nonrecurring Request in Column E.)
Input Amounts:					4,000,000	4,000,000

5. Are funds for this issue requested in a state agency's Legislative Budget Request submitted for FY 2020-21? No

5a. If yes, which state agency?

5b. If no, which is the most appropriate state agency to place an appropriation for the issue being requested? Department of State

5c. Has the appropriate state agency for administering the funding, if the request were appropriated, been contacted? No

5d. Describe penalties for failing to meet deliverables or performance measures which the agency should provide in its contract to administer the funding if appropriated.

The Straz Center has always met or exceeded contract deliverables and performance measures and will work closely with the agency to establish and comply with contract requirements and time lines.

6. Requester:

- a. Name: Judith Lsi
- b. Organization: David A Straz, Jr. Center for the Performing Arts
- c. Email: judy.lisi@strazcenter.org
- d. Phone #: (813)222-1007

7. Contact for questions about specific technical or financial details about the project:

- a. Name: Donna McBride
- b. Organization: David A Straz, Jr. Center for the Performing Arts
- c. Email: donna.mcbride@strazcenter.org
- d. Phone #: (813)222-1034

8. Is there a registered lobbyist working to secure funding for this project?

- a. Name: Ron Pierce
- b. Firm: RSA Consulting Group, LLC
- c. Email: ron@rsaconsulting.com
- d. Phone #: (813)777-5578

9. Organization or Name of entity receiving funds:

- a. Name: Tampa Bay Performing Arts Center, Inc. / dba: The David A. S
- b. County (County where funds are to be expended): Hillsborough
- c. Service Area (Counties being served by the service(s) provided with funding): Citrus, Hernando, Hillsborough, Manatee, Pasco, Pinellas, Sarasota

10. What type of organization is the entity that will receive the funds? (Select one)

- ☐ For Profit
- ☒ Non Profit 501(c) (3)
- ☐ Non Profit 501(c) (4)
- ☐ Local Government
- ☐ University or College

☐ Other (Please describe)

11. What is the specific purpose or goal that will be achieved by the funds being requested?

Funds will help support a transformational master plan expansion to the nonprofit Straz Center for the Performing Arts and Patel Conservatory. One of Florida's leading cultural economic engines, this institution provides world-class performing arts and arts education programs year-round. The project includes expanded and additional indoor and outdoor event, education, and public spaces for growing programs, enrollment, attendance, public gathering, and increased economic impact.

12. Provide specific details on how funds will be spent. (Select all that apply)

Spending Category	Description	Nonrecurring (Should equal 4d, Col. E) Enter "0" if request is zero for the category
Administrative Costs:		
<input type="checkbox"/> a. Executive Director/Project Head Salary and Benefits		
<input type="checkbox"/> b. Other Salary and Benefits		
<input type="checkbox"/> c. Expense/Equipment/Travel/Supplies/Other		
<input type="checkbox"/> d. Consultants/Contracted Services/Study		
Operational Costs:		
<input type="checkbox"/> e. Salaries and Benefits		
<input type="checkbox"/> f. Expenses/Equipment/Travel/Supplies/Other		
<input type="checkbox"/> g. Consultants/Contracted Services/Study		
Fixed Capital Construction/Major Renovation:		
<input checked="" type="checkbox"/> h. Construction/Renovation/Land/Planning Engineering	State funds will be used to help with architectural design, planning engineering and early construction costs.	4,000,000

TOTAL		4,000,000
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13. For the Fixed Capital Costs requested with this issue (In Question 12, category "h. Fixed Capital Outlay" was selected), what type of ownership will the facility be under when complete? (Select one correct option)

- ☐ For Profit
- ☐ Non Profit 501(c) (3)
- ☐ Non Profit 501(c) (4)
- ☒ Local Government (e.g., police, fire or local government buildings, local roads, etc.)
- ☐ State agency owned facility (For example: college or university facility, buildings for public schools, roads in the state transportation system, etc.)
- ☐ Other (Please describe)

14. Is the project request an information technology project?

No

15. Is there any documented show of support for the requested project in the community including public hearings, letters of support, major organizational backing, or other expressions of support?

Yes

15a. Please Describe:

The original construction of the performing arts center (completed 1987) and the teaching conservatory (completed 2004) received state and local government and private community funding. This Master Plan Expansion Project will be owned by the City of Tampa and has the support of the City of Tampa and the Hillsborough County Board of County Commissioners. This project has been fully vetted by the City of Tampa Economic Development and Planning Departments.

16. Has the need for the funds been documented by a study, completed by an independent 3rd party, for the area to be served?

Yes

16a. Please Describe:

From 2016-19 the Straz Center has undertaken this campus-wide master planning project to address its assessed needs and re-envision our programmatic, educational, community service and economic potential for future generations.

17. Will the requested funds be used directly for services to citizens?

Yes

17a. What are the activities and services that will be provided to meet the purpose of the funds?

Expansion of Patel Conservatory education facility: expansion of 3 floors of building, new dance studios, classrooms, expanded student theater lobby, family spaces, restrooms, faculty and administration offices

17b. Describe the direct services to be provided to the citizens by the funding requested.

The project will provide residents, students and visitors to the Straz Center, Patel Conservatory and west Central Florida with additional space for increased educational offerings, performance programs, public gathering, and community events. It will make the entire facility safer, more accessible, engaging and efficient while unifying functional areas, opening new spaces for community engagement, public gathering and creating a transformational new appeal for generations to come. When comple

17c. Describe the target population to be served (i.e., "the majority of the funds requested will serve these target populations or groups.").

Select all that apply to the target population:

- ☒ Elderly persons
- ☐ Persons with poor mental health
- ☐ Persons with poor physical health
- ☐ Jobless persons
- ☒ Economically disadvantaged persons
- ☒ At-risk youth
- ☐ Homeless
- ☐ Developmentally disabled
- ☐ Physically disabled
- ☐ Drug users (in health services)
- ☒ Preschool students
- ☒ Grade school students
- ☒ High school students
- ☐ University/college students
- ☐ Currently or formerly incarcerated persons
- ☐ Drug offenders (in criminal Justice)
- ☐ Victims of crime
- ☒ General (The majority of the funds will benefit no specific group)
- ☒ Other (Please describe): The immediate target population served is the greater Tampa Bay Area, population 3.1 million

17d. How many in the target population are expected to be served?

☐ < 25

- 25-50
- 51-100
- 101-200
- 201-400
- 401-800
- ⦿>800

18. What benefits or outcomes will be realized by the expenditure of funds requested? (Select each Benefit/Outcome that applies)

Benefit or Outcome	Provide a specific measure of the benefit or outcome	Describe the method for measuring level of benefit
<input type="checkbox"/> Improve physical health		
<input type="checkbox"/> Improve mental health		
<input checked="" type="checkbox"/> Enrich cultural experience	Expected benefits and outcomes include increased student enrollment and event attendance, increased attraction of mainstage and Broadway productions, expanded community engagement and placemaking, increased jobs, tourism and economic impact.	Methods for measuring attendance will include ticket sales analysis, student enrollments, production and program contracts, number of annual community events / attendance, increased tourism and economic impact results.
<input type="checkbox"/> Improve agricultural production/promotion/education		
<input checked="" type="checkbox"/> Improve quality of education	Expand arts education engagement opportunities for on-site conservatory students and for educational outreach programs for underserved and at-risk school children and communities through additional teaching spaces and staff.	Increased student enrollment, arts education outreach partnerships, jobs for teachers and education staff
<input checked="" type="checkbox"/> Enhance/preserve/improve environmental or fish and wildlife quality	Improving the Hillsborough River ecosystem with the water life generating elements of a living	Water life and sea grasses will thrive, improving the quality of the

	seawall along our lengthy section of the Tampa Riverwalk	ecosystem of the Hillsborough River.
<input type="checkbox"/> Protect the general public from harm (environmental, criminal, etc.)		
<input checked="" type="checkbox"/> Improve transportation conditions	Adding a north campus entrance to the performing arts center will add much needed traffic calming, as arriving vehicles and pedestrians will have two choices of entrances - instead of the one overcrowded south campus entrance. The new north campus entrance will also encourage visitors to explore nearby parking options in this area.	Patrons, students and families will be content with added access and closer parking options. Traffic will be calmed / better spread around the campus.
<input checked="" type="checkbox"/> Increase or improve economic activity	Expanded services and programs as well as added gathering spaces for both paid and free events will drive increases in attendance, student enrollment, community engagement and tourism.	Increased attendance, local spending on meals, parking, and amenities by patrons. Increased paid and free performing arts events Increased jobs for facilitating programmatic growth and business engagement
<input checked="" type="checkbox"/> Increase tourism	The impact of this transformational project upon the fifth largest performing arts center in the country along with the ability to attract and expand artistic and arts training offerings will increase cultural and professional arts tourism.	Increased tourism, resulting in increased bookings of hotel room nights, public transportation revenue, vehicle rentals, shopping and retail spending.
<input checked="" type="checkbox"/> Create specific immediate job opportunities	New and expanded event and arts education spaces will allow us to increase these programs as well as the staffing and service jobs	Jobs provided throughout the project and jobs increased as a result of completion of the project

	necessary for their implementation. There will be specific immediate job opportunities in our Education Programs and Facilities Operations & Security.	
<input type="checkbox"/> Enhance specific individual's economic self sufficiency		
<input type="checkbox"/> Reduce recidivism		
<input type="checkbox"/> Reduce substance abuse		
<input type="checkbox"/> Divert from Criminal/Juvenile justice system		
<input type="checkbox"/> Improve wastewater management		
<input type="checkbox"/> Improve stormwater management		
<input type="checkbox"/> Improve groundwater quality		
<input type="checkbox"/> Improve drinking water quality		
<input type="checkbox"/> Improve surface water quality		
<input checked="" type="checkbox"/> Other (Please describe): Improve Community Cultural Quality of Life	Providing more of the finest paid and free local, national and international cultural arts engagement programs, events and learning opportunities to celebrate community cultural diversity.	Increased overall community participation measured by annual attendance and institutional data reports.

19. Provide the total cost of the project for FY 2020-21 from all sources of funding (Enter "0" if amount is zero):

Type of Funding	Amount	Percent of Total	Are the other sources of funds guaranteed in writing?
1. Amount Requested from the State in this Appropriations	4,000,000	46.5%	N/A

Project Request:			
2. Federal:	0	0.0%	No
3. State: (Excluding the requested Total Amount in #4d, Column F)	0	0.0%	No
4. Local:	0	0.0%	No
5. Other:	4,595,482	53.5%	No
TOTAL	8,595,482	100%	

20. Is this a multi-year project requiring funding from the state for more than one year?

No